



TO BE WORLDWIDE

ANNUAL REPORT 2011



LETTER FROM THE FOUNDER

Another year closer to our goals !

One of the highlights in 2011 was the successful trial of our career advice program “I want to be”, supported by a computer application. A wonderful tool designed to open the minds of children in Ghana and eventually other countries to the career opportunities around them. The enthusiasm with which the program was received by the children and the Ministry of Education underlines its value to the community. We also received international recognition for the program as a winner of the 2012 Interaction Design Award in New York.

Other significant programs in 2011 included the Eye Screening and the wrap up of the Adult Literacy Program, for which a graduation ceremony is planned in 2012. These programs were initiated after the need for them was brought to our attention. It is these types programs within our centre that enhance our community based presence. We will continue to listen and work to help those who aspire to improve their lives.

Our Centres (in Takoradi and Cape Coast) are living up to our expectations. They continue to draw children to learn in an inspiring, friendly and safe environment. We have also made it a priority to reach out to our alumni to build a solid To Be Worldwide family, using all our resources and programs to empower these children.

Our work is a sum of many parts and when these parts come together it is clear how much we have achieved over the years. It is certainly not a moment to sit back.....but to look ahead and continue to innovate, create and support those we are committed to. We are mapping out the next steps in our journey and hope you will continue to to be part of it.

On behalf of all at To Be Worldwide we thank you.

Nellie Ekua Kirschner-Timmer
To Be Worldwide





ABOUT TO BE WORLDWIDE

TO BE WORLDWIDE helps children in Ghana realize their full potential, allowing them to help build their communities in the future. We build educational facilities that complement the existing school structures. Each facility offers a library, a computer classroom and an activities program to stimulate the development of children's creative and technological skills, ultimately leading to their empowerment!

Our facilities operate in partnership with the local schools for basic education (primary- and junior secondary schools). During school hours, children visit the facility with their class where they follow a basic computer skills or reading development course. After school, children use the library or sign up for after-school activities such as computer training, creative reading or arts & crafts. The facilities aim to become self-supporting and are accessible after hours to the local community.

Our Centre in Takoradi, Ghana that opened in 2004 has become a fixture in the community reaching more than 4000 children in the community. We have seen over 500 children graduate with a Basic Computer Skills diploma. Library visits are becoming a regular part of children's life.

We are working towards increasing the enrollments at both our Centres (Takoradi & Cape Coast) by building relations with the education board and public schools in the vicinity. All children who can have access to our Centres should have access!

TO BE WORLDWIDE is a foundation with minimal overhead, run directly by people intimately involved in Ghana. We strive to use virtually every contributed dollar and euro on helping children and their communities directly.

TO BE WORLDWIDE is supported by Unicef Ghana, the European Union (Ghana), Foundation Les Paquerettes, Net4kids Aid Foundation, Turing Foundation, ING, Wilde Ganzen, InterimIC, American Book Centre, and other organizations and individuals.





CURRENT STATE

Organization

The goals for 2011-2014 as set out below are still very current. In addition to these goals the career advise tool/program “I want to be” is a reality and a powerful tool for the empowerment of children. We will include the roll-out of the program in our goals for the indicated period. Another inclusion will be the implementation of an Alumni Program. We consider this to be a priority for the organisation. As a longterm goal it can contribute to the sustainability of our work. The building of a 3rd Centre as a satellite of the Takoradi Centre is getting closer with the commitment of our sponsor to supporting this endeavor. Based on these decision we have adjusted the goals.

2011 - 14 goals:

- To operate 3 centers in Central and Western regions of Ghana and strengthening the To Be Worldwide organization to manage them.
- Serve 25,000 children (5% of school age children)
- To develop a Partnership Concept for further rollout of the Educational Resource Centre Concept.
- To strengthen the Ghana based organization.
- Continue to provide innovative products within the Concept of the Educational Resource Centre.
- Roll-out the “I want to be” with its first fully locally ran session in 2012 and from there on 4 sessions annually.
- Implementation of an Alumni Program
- Achieving a level of sustainability for all Ghana based operations of To Be Worldwide

Our 2011 Strategy and deliverables

Achieving multi-annual funding for the Cape Coast Centre has been a very important goal. Other deliverables for 2011 were also realised. The Pilot of the Career Advise Tool and the Vision Drive Eye Screening program were a success and are now considered a To Be Worldwide core programs, part of our building blocks. This means that they can and will be offered to Partner Organisations in the future as part of the To Be Worldwide concept.

Working with the Ghana Educational Services for the Takoradi region has developed into a true partnership. We have been providing ICT lessons within school hours to the 3rd class of the Junior High Schools of schools in the vicinity of the Centre. It is our wish to develop the same partnership with the Ghana Education Services for the Cape Coast region in order to make a sustainable difference.

Deliverables 2011

- Work towards achieving levels of operations at Cape Coast Educational Resource Centre (CCERC) similar to the Takoradi Centres.
- Implement 1st phase of strengthening the Ghana based organization
- Achieve multi-annual fundraising commitments for the Cape Coast
- Pilot the Career Advise Program “I want to Be”
- Vision Drive



CURRENT STATE

Strategic action on Deliverables

Levels of Operation Cape Coast

Achieving the same level of operation at the Cape Coast Centre as at the Centre in Takoradi will require building trust within the community and further relationships with the Ghana Education Services responsible for this region. We have asked the Director of the Takoradi region to facilitate our efforts with his colleague in the Central Region.

Strengthening Ghana Based Organisation

We have been able to procure funds that will allow us to strengthen the Ghana based organisation. The candidate we would have liked to recruit was not able to commit due to the distance between our operations and where he is based at the moment (Accra). Relocating to Takoradi is not an option at this point. We have however taken a first step by engaging a candidate on project basis. This candidate is employed at the ministry of education, which facilitates our dealings with them.

Pilot the Career Advise Program “I want to Be”

The first main trial of the “I want To Be “ program/application, which we developed with **Cnote**, a customer experience design firm and **Logica**, a leading business and technology service company, took place in June. The objective was to see how the children worked with the program, what impact it had (that we could measure in a the few days we had for the test) and how much they liked it. Overall, the ‘I Want To Be’ trial showed great relevance for the kids. Most students were able to open up their thinking about their future within 2 days. We had the expert assistance of Mr. Kofi Essien, our “Master Teacher” who ran the course with the children. With the presence of Mr. Sunney Quaicoe from the Metro Education Board at the trail, the link to a possible implementation across the education system in our area was explored.

The Vision Drive

Eye screening program is now an integral part of our activities. Every 3 months To Be Worldwide invites children from the schools and community we work (special attention to marginalised groups such as orphans), who are experiencing problems with their eyesight to visit our Centre. An Ophthalmologist (eye doctor) will test their eyesight and provide them with further advice, medication or referrals and if needed spectacles that can be adjusted to their requirements right there and then. The first such screenings took place in June. Dr. Kusi and his assistant were able to see 70 people.



Eye Screening at Takoradi Centre



Children using the “I Want To Be Program



Kids working on the “I Want To Be” Program



CURRENT STATE

A selection of To Be Worldwide 2011 highlights:

- January With the commitment from the Metro Director Mr. Moses Imbeah, Mr. Sunney Quaicoe, liaison for the Metro Education Office and the Head Maters and Mistresses of the schools we started teaching ICT courses to whole classes during school hours.
- February Adult literacy Classes continue, working towards a wrap up at the end of the year.
- March Cape Cape Educational Resource Centre celebrates her 1 year anniversary
- April Substantial funds received from Net4kids Aid Foundation to buy books, in particular popular series for kids such as the Hardy Boys and Nancy Drew.
- May More books arrive for Cape Coast Centre.
- June First trial of career advise program "I want To Be" as well as the first eye screening within the Vision Drive program took place at Takoradi Centre.
- July To Be Worldwide participates in last Eye Screening session with Tullow Oil.
- August To Be Worldwide organized an ICT Summer Camp for the second year. Participants of the Camp were children/young adults of the Save Our Lives orphanage near Kumasi.
- September First discussions with Timukota about the Millennium Travels trip to Ghana in 2012.
- October With funds received from Net4kids Aid Foundation we bought 350 books in particular series kids enjoy reading . We were assisted in our selection and purchase by Van Rossum Boekhandel in Amsterdam, who's owner Mrs. Beth Johnson has many years of experience in West Africa, working for the United Nations
- November To Be Worldwide participates in a successful crowd sourcing fundraising activity on the Get-It-Done platform
- December Web-safety posters and training being developed for ICT Staff of our Centres to be used in curriculum for the children.



OUTLOOK 2012

With funds committed for both Centres until at least 2012, we have a new time-line to secure multi-annual funding for our work. Funds to strengthen the Ghana based organization are also within our reach. We have worked with a number of candidates on a project basis, which allows us to weigh their possible contribution to the organization. The later part of 2012 could see the implementation of the 2nd phase of this deliverable as we hope to employ a candidate in the role of Capacity Development Manager for the organisation. 2012 will also see an independent full trial of the “I Want To Be Program”. We are also fundraising to complete the program, including a teacher’s interface to enable any qualified teacher with no background in this tool to independently understand and give the class. Once that has been achieved, plans can be drawn up for a pilot roll-out with the Ghana Education Services.

All programs offered at our Centres can be seen as building blocks. Building blocks for Partner Organizations to build their Educational Resource Centre based on our concept. Programs such as the “I Want To Be Program” and the “Eye Screening Program” are part of these building blocks. We will continue to develop building blocks based on the needs of the community in which we work or on innovation.

Deliverables 2012

- Work with Ghana Education Services to include our services in school hours.
- Implement 2nd phase of strengthening the Ghana based organization
- Multi-annual funding commitments for the both Centres
- Independent full trial of the “ I Want To Be” Program
- Develop Teacher’s interface for “I Want To Be Program”
- Develop new Building Blocks/Modules

Strategic Action

- Activities were organized, inviting Head Master/Mistresses of school in the vicinity to visit the Cape Coast Centre hoping it would contribute to them promoting the Centre at their schools. Preliminary meetings were held with representatives of the Ghana Education Services about working within school hours. We look forward to making this official in the new school term in 2012.
- We have had the pleasure to work with good possible candidates on project basis. This has allowed us to experience how they could contribute to To Be Worldwide. Unfortunately none of the candidates are available at present on a full-time basis. We will look at job-sharing and open the recruitment procedure to other candidates. We are very happy to have secured funds that allow us to strengthen the Ghana Based organization.



OUTLOOK 2012

- After a successful pilot of the “I want to Be “ Program in June 2011, we fine tuned aspects of the program we felt were too abstract for the setting in which the children in Ghana and children in general experience decisions about their future. Several professionals and companies were visited and interviewed in order to fill the database of the program for children to use in their orientation. We then proceeded to make plans for further testing to include actually taking the children on a company visit, interviewing a professional. All leading to an independent trial by a designated team of teachers with support from a coordinator
- Another crucial part of the “I want to Be “ Program is the development of a teachers interface to allow teachers to independently run the program. We will need to take stock of the needs and tools of teachers in Ghana necessary for the course whereby we include specific pedagogical tips to ensure a positive and inspiring teaching method. Specific funds needs to be raised to realise the Teachers interface. To achieve this we will write grant applications and submit our Program to Award Programs where funding can be won.
- During the creation process of our Standards Manual we also looked at how to offer our concept to partner organisations in order to reach as many children as possible. We felt that if we offered them our concept in different modules this would allow more Partner Organisation to implement parts of or our whole concept. Perhaps a Partner Organisation already has a library and only needs the ICT module. Working with modules or building blocks also allows us to continue to develop different programs.





FINANCIAL STATEMENT

(For a full financial document please visit our website www.tobeworldwide.org)

Balance Sheet as at 31-12-2011

Assets (in euro's)	31-12-2011	31-12-2010	Foundation Capital and liabilities (in euro's)	31-12-2011	31-12-2010
Current Assets			Equity		
Debtors			Foundation Capital	28,359	28,193
Other receivables, prepayments and accrued income	5,193	429	Creditors	470	
Cash and cash equivalents	46,769	42,764	Current liabilities		
			Other liabilities, accruals and deferred income	23,133	
			15,000		
Total assets	<u>51,962</u>	<u>43,193</u>	Total liabilities	<u>51,962</u>	<u>43,193</u>

- To secure the exploitation of both Centres the board of To Be Worldwide aims to have a financial reserve of a year's exploitation cost by the year 2013.

- Direct operating expenses are lower in comparison, however all projects such as the Eye screening and Adult Literacy programs include operating expenses to cover part of the needs of the individual Centres



FINANCIAL STATEMENT

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The profit and loss accounts for the year 2010 & 2011 can be summarized as follows (*in Euros*):

		2011 %		2010 %
Donations	50,207	100	59,824	100.0
Project expenses	48,894	97.4	37,618	62.9
Net revenue	1,313	2.6	22,206	37.1
Expenses				
Office expenses	2,012	4.0	2,972	4.9
Promotion expenses	377	0.8	513	0.9
Total overhead expenses	2,389	4.8	3,486	5.8
Operating results	- 1,076	- 2.2	18,720	31.3
Financial income and expenses				
Interest and similar income	-	-	-	-
Interest and similar expenses	- 188	- 0.4	-303	- 0.5
Results on ordinary activities	- 1,264	- 2.6		
Extraordinary income	1,430	2.9		
Net Result	166	0.3	18,417	30.8

Donations received in 2011

- Dutch Foundation € 37'907
- European Foundations € 5'000

Dutch entrepreneurs € 50
USA Foundation € 7'250



Coming together is a beginning; keeping together is progress;
working together is success.

Follow our progress in 2012